

THE K MART CARE REPORT

We the customers are quick to voice our complaints when we receive poor service. Many times we consider it normal in receiving good service. Few times do we respond to "beyond the call of duty" or excellent service.

Mr. Jim Bolton, Assistant Manager of K mart 4450 on Western Boulevard, Raleigh, North Carolina went beyond the call of duty during my purchase of a ceiling fan. I had problems with electrical functions on two fans. On my third attempt, I was able to secure a workable product. The impression I received from Mr. Bolton was empathy toward my problem and a sincere willingness to help and have me leave the store satisfied.

I hope all K mart employees extend the same attitude toward their customers whether they are complaining or potential customers.

Sincerely, *Len Walker*

This is just a note to let you know what an asset you have in an employee at your Telegraph and Goddard Road K mart 4393 in Taylor, Michigan.

The employee's name is Ginny. She works at the customer service desk. She always has a smile and a pleasant attitude. It is only too bad that more of your employees do not project a sincere enjoyment of customer assistance.

Her patience with an elderly and forgetful relative has won you a faithful shopper.

Sincerely, *Elizabeth H. Stolp*

I have been shopping at our K mart 3282 in Chili Center, Rochester, New York, since it opened and like the merchandise and enjoy the good sales. For the most part I have found the management and employees to be helpful and courteous. I'm writing about one employee in particular. Her name is Louise Smith who works at the front desk. If there is only one person in line or many, whether it be busy or slow, she is always the same, pleasant, courteous and always has a thank you with a genuine smile. I do not

know Mrs. Smith. I got her name and your address from another employee so I could write and tell you about her. Please let her know that she is appreciated by many. Sincerely, *Mrs. Robert McIntosh*

Pam Tettering, K mart 4218, Appleton, Wisconsin, serves and satisfies K mart customers at the service counter by having a friendly and courteous attitude. Pam says, "Whether I'm doing an exchange, a refund, or simply directing a customer to the proper department a friendly attitude goes a long way in helping to satisfy the customer. I try to put myself in the customer's place and being helpful with a smile makes it a pleasant experience for everyone."



Pam is married and has two children. That and having a full-time job makes for a very busy lifestyle for her. She enjoys snowmobiling in the winter and camping, biking, and swimming in the summer. She has been a K mart customer pleaser for eight years.

"Having a lifelong love affair with food, dieting seems to be a permanent part of my life," says Pam. To lose weight she had to eliminate soda, sweets, and use Slimfast to help limit her caloric intake. She says she is not very good at daily structured exercises and has to depend on activities like biking, swimming and just plain walking to stay in shape. She plays on the K mart softball league in the summer and she enjoys horseback riding.

I would like to comment on one of your sales staff at your Ten Mile, Warren, Michigan store (K mart 4206).

I went to the store on last minute errands and accidentally

stood in an express line. The store was very crowded and I stood in the line for some time. When it was my turn I started to write a check. The clerk told me I was in an express line and she could not accept checks. She looked around and saw that I would have to get in the back of another long line. She explained to me that under the circumstances she would make an exception.

She made me feel special. She represented K mart as a humanistic organization instead of a lot of mechanical robots. The people behind me did not seem to mind the delay. In fact their impression was probably as favorable as mine for the courteousness of her action.

I would like to see K mart acknowledge the little extra niceties their sales staff extend to their customers. Because these niceties have more worth than all the sales you can offer to make K mart a successful company both for its staff and its customers.

Cordially, *Mrs. Helen Federer*

We would like to take this opportunity to write to you, regarding an employee at K mart 3441, Davenport, Iowa. The employee's name is Nancy Brown, pharmacist. On several occasions, Nancy has gone beyond the limits to insure our satisfaction, and showed genuine concern for our medical needs.

As long time customers of all other stores, we were completely taken over by the professional attitude of Nancy Brown. We have never been without a smile, and a

cheery hello! Promptness is also very good, as our prescriptions are always ready when promised.

Rest assured, our pharmacy needs will be taken to K mart, as long as consumed, professional, people such as Nancy Brown, are in your employ.

Thank you! *Jerry & Sally Caffery*

It is with greatest pleasure I send this letter to you. I am a regular customer at K mart 3226 in Chillicothe, Ohio. I have traveled extensively and thus have been in many merchandise stores. I truly enjoy buying in K mart here very, very much.

Today, I went into the store to purchase one skein of yarn. I had purchased 32 skeins of yarn for an afghan and had run out of the necessary amount. Twelve large cartons had come in, all sealed. I want you to know a dear young lady opened all 12 large boxes and searched for a skein of rust colored yarn. none available though

invoice stated rust colored was in one of those boxes. Then she told me after not finding the correct shade, "I will search again tomorrow and if I find the color you want (had sample with me) I shall put it back for you." Never, never had I been treated so graciously. Later, I inquired for this lovely person's name. Her name is Yvonne Cox. She is indeed a magnificent asset for K mart and deserves praise. Once before she extended matchless service to me. Sincerely, *Margaret Ahlen*

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